To Be Cool, Eat No Meat, Don't Drink Cold Water.

But Live on Vegetables

Make Six Meals a Day if You Like," Says Dr. Elmer Lee, "but Confine Your Menu to Fruits and Garden Products and Avoid Tea, Coffee and Alcohol in Hot Weather."

Marguerite Mooers Marshall. Half a dozen deaths and three times

that number of heat prestrations-such the result of our first "hottest day." Unfortunately, the New York summer is bound to contain many days of equally coaring temperature. The question remains, how are those of us who have to stay in the city to make the best of it? How are we to escape serious illness and even death?

Among the city workers who may not escape, the men unquestionably outnumber the women. It is increasingly the custom for married men to send their wives and children to the country or the seashore for the greater part of the summer. And among the unmarried, many women, including the big force of school teachers, get away for longer So to-day Dr. Elmer Lee, editor of Health Culture and a well known lecturer on hygienic topics, will tell men nees women will have their turn. HE LIKES TO WORK WITHOUT A

VACATION. "In the first place," Dr. Lee began cheerfully, "no man should think it a I don't even believe very much in vacations. I haven't taken one for years, and I actually find that I can accomplish It all depends on the way one treats one's self.

It's a good plan for children to go to the country during the not weather, because they have a better chance to play. But there's no special reason why adults should migrate. They will really be more comfortable with their own home comforts around them than if they try to get along among

"I have often thought that poor people would be better off if the money used for sending them away for one week were devoted to the improvement of the surroundings in which they must live the other fifty-one weeks." Then the man in the city should

have special summer surroundings?" "Exactly," assented Dr. Lee.

"During the summer months a man's office and the rooms or room which he lives should be made es bare as possible. Take up the carpets or rugs. Take down the dust-gathering pictures or hang-ings. Bemove every article of furure that is not absolutely neces-

lain, light wood or wicker, without upholstery. With such arrangement deanliness and a complete circulation of air can be easily secured.

"Some persons say that it is better to live during hot weather in rooms as high up as possible. Personally I have been very comfortable on the ground floor. In localities where there are rs a height is dout less necessary comfort. But more important than floor one lives on is the arrangeent of the windows. The ideal way to have them fronting in exactly be raised a trifle to secure a curof air, a draught, on the hottest

"This is good as far as it goes." I said. t men who work have to be out in street more or less. How can they ard agains: heat prostration there? THAT YOU EAT IS THE IM-PORTANT QUESTION.

"Such prostration is due not to ex-prior but to interior conditions," de-



clared Dr. Lee. "And that brings me most important aspect of hot weather problem, the question of

USE ALLEN'S FOOT-EASE.

The antiseptic powder to be shaken into the shoes. If you want rest and comfort for tired, tender, aching, swollen, sweating feet, use Allen's Foot-Ease. It how to keep cool. To-morrow the bust- relieves corns and bunions of all pain and prevents blisters, sore and callous spots. Always use it to Break in New Shoes. Don't go on your vacation without a package of Allen's Foot-Ease. It is the greatest comfort discovery of hardship to work all summer in the city, the age. Try it to-day, Sold everywhere, 25 ets. Don't accept any substitute. For FREE trial package, address Allen



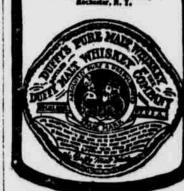
Health, strength and vigor are essential to hap-

Duffy's Pure Malt Whiskey

is the world's greatest teni timulant and health builder. It aids digestion, nourishes the body, and assists in keeping the entire system in a healthy

BE SURE YOU GET DUFFY'S

At draggiots, grocers and Honor dealer or direct. \$1.00 large bettle. The Duffy Malt Whiskey Co., Rochester, R. Y.



what a man should eat.
"I have no hesitation in saying that the man who does not offend in his eating or drinking will be absolutely immune from the evil effects of heat. More than that, he will be comfortable. He will not perspire. No one of the animals in the zoological gardens perspires. The man who eats properly will enjoy the summer sin like any

other healthy animal. "First, it is a mistake to try to sa tive needs exactly the same amount of

mind the ideal all-the-year-round diet-consists of vegetables and fruits. Meat ess in hot weather. One eats to pro- of any sort should be tabou. It can mote health and activity. A locomo- rarely be obtained clean and fresh, and fuel in the summer as in the winter, unnecessary flesh. In short, it is a

which he really should never cat be-come especially distasteful in summer. half a dozen meals a day if he likes, time to wonder what the thermometer "A man will add referring, of course, to meats of Another advantage of such a menu is reads." I am referring, of course, to meats of all kinds and claborate pastics and cakes. But when a man diminishes the quantity of what he eats he begins to work on his nerves. What he should do is to change the quality and then cat move.

"The ideal hot weather diet—to my and the should refer this season. They irritate increasingly permissible to wear shirt—that it supplies the body with all the water needed. We drink too much men?" I inquired.
"How shout hot-weather dress for the preferable to one either very hot or men?" I inquired.
"We are gradually getting more sends water. We should try to give his mind a bath in placifity and cheer-fulness. Worry and chronic exasperation will in themselves make people be avoided; likewise the feed drinks so by rashlonable this summer. Also it is hot."

for another drink.

the delicate nerves of the mouth, and sieeres at one's office. As for material, the irritation at once produces a desire a lightweight woollen garment is really for another drink. as cool as lines. Thickness and light- dent of the Republic of Panama, ar"If a man eats properly, the more ness are the two things to be avoided rived here yesterday on the United work he does the better for him. Most in choosing summer clothing. And the Prutt Company's steamer Turrialba

sensitive person the foods "The more fruit and vegetables a man If you are very much interested in the and as soon as it becomes damp t

From Maker to West

You'll be really Suited if you buy your Summer Suit at my Store. My manufacturing advantages enable me to undersell by at least 1/4 the regular retail clothier.

Moe Levy. My Oal 119-125 Walker St., N. Y.

A locomotive in the summer as in the winter. unnecessary flesh. In short, it is a men don't work enough, particularly in regulation linen collar is not nearly as form Colon. Senor Arosamena is on the same objection applies not weather. Yet one's imagination has uncomfortable as some women think his way to Washington, but declined to milk and eggs, as animar products.

Start.

Clothical Company's steamer Turnalba from Colon. Senor Arosamena is on his way to Washington, but declined to milk and eggs, as animar products.

Clothical Company's steamer Turnalba from Colon. Senor Arosamena is not weather. Yet one's imagination has uncomfortable as some women think. While stiff and fresh it is really cool, to give the object of his mission.

DINE IN OUR COOL AND POPULAR PRICE RESTAURANT, EIGHTH FLOOR Another Great Day in the July Clearing Sale

Toilet Articles

Violet Witch Hazel-s ex. bottle 10c Cold Cream, Idealia Violet 8 oz. 25c can: regularly 32c al or a 16 oz. can; regularly 59c; 50c at Joseph Castile Soap—6 cakes in 25c box.

Rice Powder—paner package made by Camille Freres, in violet and hello trope odors; white or pink; per pag. 9c

Simpson Crawford

Coolest and Most Comfortable Store in New York) (In New York's Shopping Center

325 Women's Beautiful New Silk Dresses, Reproductions of \$12.75 to \$15 Gowns, at

We emphasize the limited quantity because we believe these gowns are so pretty and attractive that we will not be able to supply the demand. Just think of paying only \$6.50 for the new smart dresses that will be seen on well gowned women as they promenade the boardwalk or attend the The styles are inspired by Paris models. So varied is their

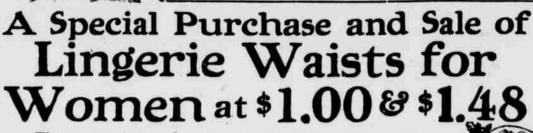
beauty that cold type cannot adequately describe them. They are made in high-class dressmaker fashion, each is lined and finished

the most particular manner. Cool, round neck models, also many with lace yokes, newest cut-away and peplum styles are shown, some are embroidered, others are trimmed with fine laces, ties, revers, shirring, contrasting colored pipings, fancy and crystal buttons, in a most effective manner.

The materials are the reigning favorites. Plain and changeable taffeta, satin, elegant bordered foulards, dotted and striped, also figured patternsthe correct shades-better hurry in early to morrow and get your share.

Clearance of 500 Girls' Washable Dresses, 95c Made of sheer figured lawn, percale and gingham, all prettily designed with Dutch neck, or sailor collar, sizes 6 to 14 years. Values to \$1.95.

Girls' and Misses' Coatee and Middy Blouses, 95c
Made of Galatea and Khaki, all new models with various collar, belts and trimming
effects, in sizes 6 to 20 years. Values to \$1.95.

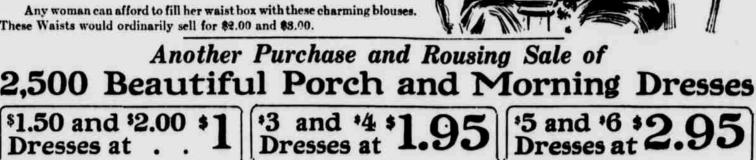


These are waists made up to sell at the higher prices-new, dainty models, many of them copies of Paris creations.

They are sheer and not too elaborately trimmed-waists that are planned for the woman who loves pretty things, but avoids the flashy. Combined imported Irish motifs and insertions

of embroidery. Effectively trimmed with Val. laces, and backs trimmed with fine tucks or Val. laces. Some with high collars, others collarless.

These Waists would ordinarily sell for \$2.00 and \$8.00.





Our sale of two weeks ago was one of the best we held in Simpson Crawford's Store. Hundreds of women crowded the regular department and bargain square all day,

and everywhere there was enthusiasm. What wonderful values! What attractive styles! How well made! were few of the many comments made. A well known maker of high class dresses was in the store at the time and remarked to our buyer: "I have several thousand yards of fine materials, enough to make about 2,500 dresses; select your styles and sizes and I will make them into dresses (in my usual way) at prices you cannot resist.

Just the thing for Summer wear, for the seashore.

The materials are: High class ginghams, corded madras, fine lawns, swisses and dimities, linens and percales, in

every desired color and pattern.

The models are: Round, square or V neck, with 1/4 setIn sleeves and girdle waistline, some with sailor collars. The trimmings are: Fine eyelet embroidery, ratine, pique flowered borders; strappings and pipings of contrasting colors; pearl and covered buttons. All sizes 34 to 44.

The pictures will give you a fair idea of some of the models and how stylish they are. Note—These dresses will be on sale in our regular department, second floor, with increased selling space—also on bargain squares on the Main Floor. Extra salespeople to serve you promptly.

Women's Sample \$1.25 and 79c

You have your choice of percales, gingham or lawn in neat figures and stripes or plain colors, some with Dutch neck, others with sailor collar; new set-in sleeves, full skirts, finished with wide

Another Reminder of a Few Out of the 80 Bargains Offered

To-Morrow in the Great Piano Event

Summer clearance of every used and exchanged piano in our warerooms. An opportunity to get a splendid piano. Prices were never so low. Er Fourth Floor. Sohmer Upright, \$145 | Steinway Upright, \$100 | Chickering Upright, \$85 | Choose from Any of These Another record breaking price for a good Chickering. We hope some appreciative family will get this. A regular gem of a plane, in fine order. Cost new \$175.

An unheard of price on a Steinway order. Cost new \$175.

An unheard of price on a Steinway order. Cost new \$175.

An unheard of price on a Steinway operation and the price of a good Chickering. We hope some a price for a good Chickering. We hope some a good Chi

- SIMPSON CRAWFORD CO., SIXTH AVE., 19TH TO 20TH ST., IN NEW YORK'S SHOPPING CENT

Summer Notions

At Clearing Prices!

Description Collar Foundations, 2 for 5c
Basting Cotton, 500 yd. spool, 3c
One dozen strong Tubular Shoe Laces,

One dozen strong Tubular Shoe Laces, all sizes, 5c

10 yd. piece White Bias Lawn Seam Tape, 6c

6 yd. piece Featherstitch Braid, 10c

1 doz. Snap Fasteners, two sizes, black and white, doz., 2½c

Tomato Fin Cushions, 10c size, 5c

Curling Irons, large and small size, 5c

Invisible Hair Pins, in box, 2c

Nickel Plated Safety Pins, 3 doz., 5c



Are You Profiting in the Great Sale of

Famous Patrician \$3.50 & \$4.00 Shoes at

New York has never known and probably never will again such a sale as this. It's the semi-annual event-only twice a year is it possible for you to buy Patrician footwear below their standard pricesand the price this time \$1.98is positively the lowest ever

Practically every style of fashionable footwear is included all the popular leathers, tooin fact, a last and a size to At every foot; but, of course, not every size in each style.

Perhaps you have never yet worn Patricians-here is an occasion for you to test their qualities while securing a very unusual shoe bargain. No seconds—all new, perfect shoes.

Pants vs. Trousers A tailor once classified everything that cost less than \$3.50 as pants, and everything that cost more than \$3.50 as trousers.

Here there is a chance to have the same at less than

500 Pairs of Men's \$4 to \$5 Trousers \$2.75

two-legged opportunity that walks with great strides.

Orders Filled. Every kind of good trousers is included in this sale. -Dress Trous-

-Every Day Trousers,
-Flannel Outing Trousers. An extra pair

of trousers is very handy at vacation time. An extra pair of trousers is often as good as

a new suit. Choose any pair of these \$4.00 to \$5.00 Trousers and Pay \$2.75

Neat striped wor-steds, medium, dark gray, black thibets and fancy cassimeres. Outing troumrs, in white flann-1 and stripe effects

The Greatest Sale of the Season 15,000 Yds. of Black and Colored Silks at Half

Quantities limited. These prices while the lotsilast. 500 Yds. Fancy Silks. | 50c Messaline.

78c All Silk Pongee. 39c \$2.00 Crepe de Chine 69c \$1.50 Striped Tub Silks .. 59c \$1.00-\$1.25 Fancy Silks . 49c \$1.25-\$1.50 Fancy Silks . 59c \$1.50 Dotted Voiles 49c \$1.00 Taffetas. yd 49c \$1.50 Voiles, at. yd 49c \$1.00 Paillet de Soie 49c \$2.50 Persian Waist Squares . 75c Popular Black Silks at Sensational Prices

Clearance Sale of Porch Screens

Your choice of about 1500 Porch screens regardless of size 75c or quality that have been selling at 79c to \$2.85, at....



Choose from the following styles:
Natural Inside Bark Porch Screens,
Green Inside Bark Porch Screens,
Natural Outside Bark Porch Screens,
Green Wide Slat Porch Screens.

ET Fourth Floor, Mail Ordon Filles.

Sizes on | 5 x 8 ft. 6 x 8 ft. 8 x 8 ft.

Genuine Trade-marked Crex Rugs at Lowest Prices of the Season

THESE wonderful summer rugs are woven from a peculiar grass that grows in the swamplands of Minnesota. Every genuine "Crex" rug is trade-

Note These Exceptional Prices for Genuine Crex Rugs: 9 ft. x 12 ft.; value \$7.50; sale price......\$6.49 8 ft. x 10 ft.; value \$7.00; sale price...................... 5.65 6 ft. x 9 ft.; value \$4.50; sale price.................... 3.65

Linoleums

Hand printed linoleum; triple weight; of cork and linseed oil; 2 yards wide; 75c value per square yard; sale price, square yard. 49c Extra wide linoleum—4 yards wide, enough to cover average

room without a seam; value 85c a square yard; sale

Fitth Avenue, 34th und 35th Stirete, Mem Unrk.

B. Altman & Co.

COMMENCING TO-MORROW (THURSDAY), JULY 11th,

WILL HOLD A SALE OF

YOUNG MEN'S & BOYS' SUMMER CLOTHING

AT THE FOLLOWING UNUSUAL PRICES:

A LIMITED NUMBER OF YOUNG MEN'S SINGLE-

BREASTED SUITS, OF LINEN CRASH, NATURAL

YOUNG MEN'S FLANNEL OUTING TROUSERS, IN

BOYS' WASHABLE BLOUSES (UNLAUNDERED).

WITH ATTACHED COLLARS, USUAL PRICE \$1.25 EACH

LINEN, COTTON PONGEE, MOHAIR AND REPP.

WHITE WITH COLORED STRIPES, GRAY, ETC.,

USUAL PRICES \$10.00 TO 14.00

USUAL PRICES \$5.00 & 6.00

\$3.40 PER HALF DOZEN

AT \$5.00

AT \$3.25

